
Date: 01/06/2014 10:00 AM EST
To: "U.S. Census Bureau" <census@subscriptions.census.gov>
From: "U.S. Census Bureau" <census@subscriptions.census.gov>
Subject: Confidential 2014 Census Study
Content-Type: text/html; charset=UTF-8

The U.S. Census Bureau is conducting research to develop new methods to make the next census easier, more convenient, and less costly for taxpayers.

Please complete the survey online at <https://respond.census.gov/study/login>

The survey will take 5 minutes or less to complete.

We are conducting this survey under the authority of Title 13 of the United States Code, Section 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. Code, Sections 9 and 214).



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Figure 1: Initial email panel look and feel for plain format: The 3 subject lines are: (a) Confidential 2014 Census Survey; (b) 10 minute U.S. Census Survey to help your community, and (c) U.S. Census Survey to help your community



U.S. Census Research Study

The U.S. Census Bureau is conducting research to develop new methods to make the next census easier, more convenient and less costly for taxpayers.

TAKE OUR 6 MINUTE SURVEY

If you cannot see the button above, you can also access the survey online at <https://respond.census.gov/study/login>

We are conducting this survey under the authority of Title 13 of the United States Code, 193. Federal law protects your privacy and keeps your answer confidential (Title 13, U.S. Code, Sections 9 and 214).



Questions? Contact Us

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Figure 2: Initial email panel look and feel for “fancy” format: The 3 subject lines are: (a) Confidential 2014 Census Survey; (b) 10 minute U.S. Census Survey to help your community, and (c) U.S. Census Survey to help your community

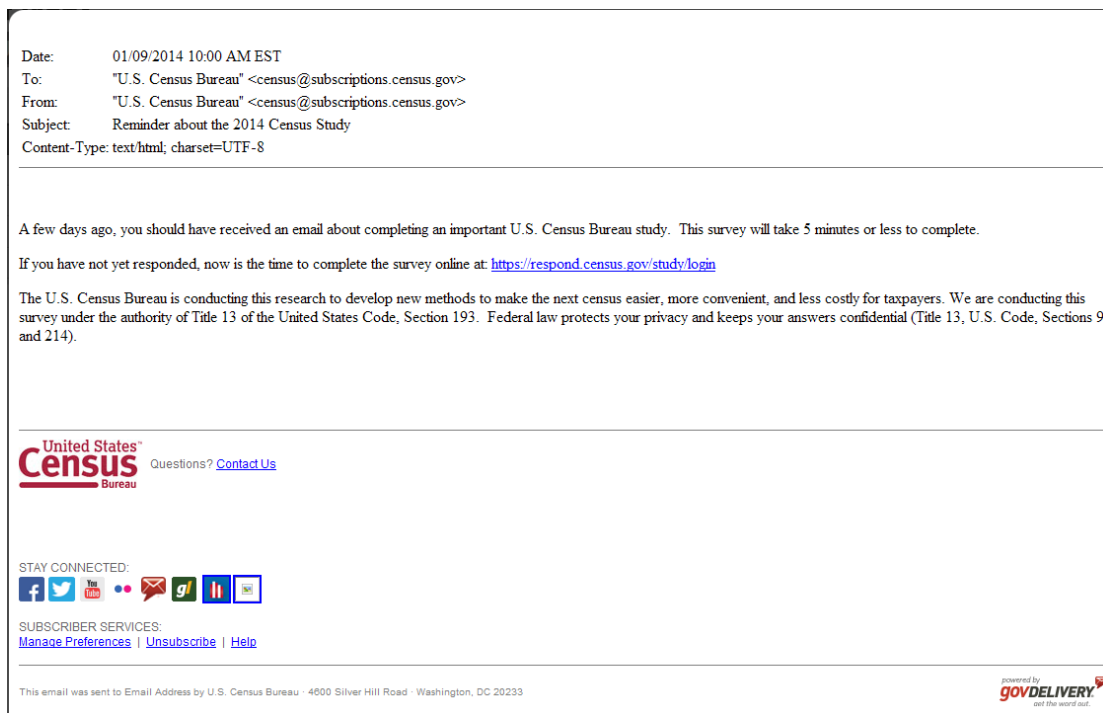


Figure 3: This is the first reminder email in the plain format (Anyone who doesn't click on a link in the initial email receives this email.) Half of each initial email sample will receive one with "Reminder: Complete the U.S. Census Survey by May 23" in the subject line and the other half would receive one with "Reminder about the U.S. Census Survey" in the subject line. The first reminder email in the fancy format will look similar to Figure 2.

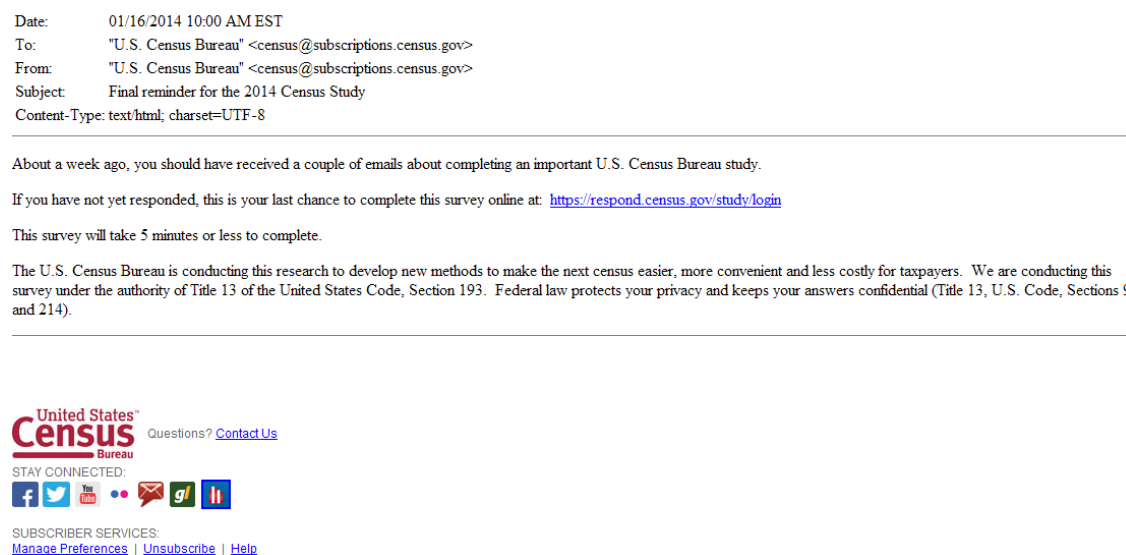


Figure 4: This is the final reminder email in the plain format (Anyone who doesn't click on a link in the initial email or the first reminder receives this email.) Half of each initial email sample will receive one with "Due May 23: Final

reminder for the U.S. Census Survey” in the subject line and the other half would receive one with “Final reminder for the U.S. Census Survey” in the subject line. The final reminder email in the fancy format will look similar to Figure 2.

https://study-dietz304.centurion-qa.ssd.census.gov/study/residence - Windows Internet Explorer

https://study-dietz304.centurion-qa.ssd.census.gov Certific... census.gov

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[Instructions](#) [FAQs](#)

Where did you live on January 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Address Number: Street Name: Apt/Unit:
For example: (5007) (N Maple Ave) ("Apt. A" or "Lot 3")

City: State: ZIP Code:

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Figure 5: Horizontal Design (first screen seen in survey once entered email) The reference date changes to May 1, 2014 on all the screens.

https://study-dietz304.centurion-qa.ssd.census.gov/study/residence - Windows Internet Explorer

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Where did you live on January 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

P.O. Box #:

City: State: ZIP Code:

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Figure 6: Horizontal Design (P.O. Box screen, shown if respondent selected P.O. Box radio button)

https://study-dietz304.centurion-qa.ssd.census.gov/study/residence - Windows Internet Explorer

https://study-dietz304.centurion-qa.ssd.census.gov

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[Instructions](#) [FAQs](#)

Where did you live on January 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Rural Route Descriptor: Rural Route #: Box #:

City: State: ZIP Code:

OMB No.: 0607-0725 Approval Expires: 8/31/16 [Accessibility](#) [Privacy](#) [Security](#)

Figure 7: Horizontal design (Rural Route screen, shown if respondent selected Rural Route radio button)

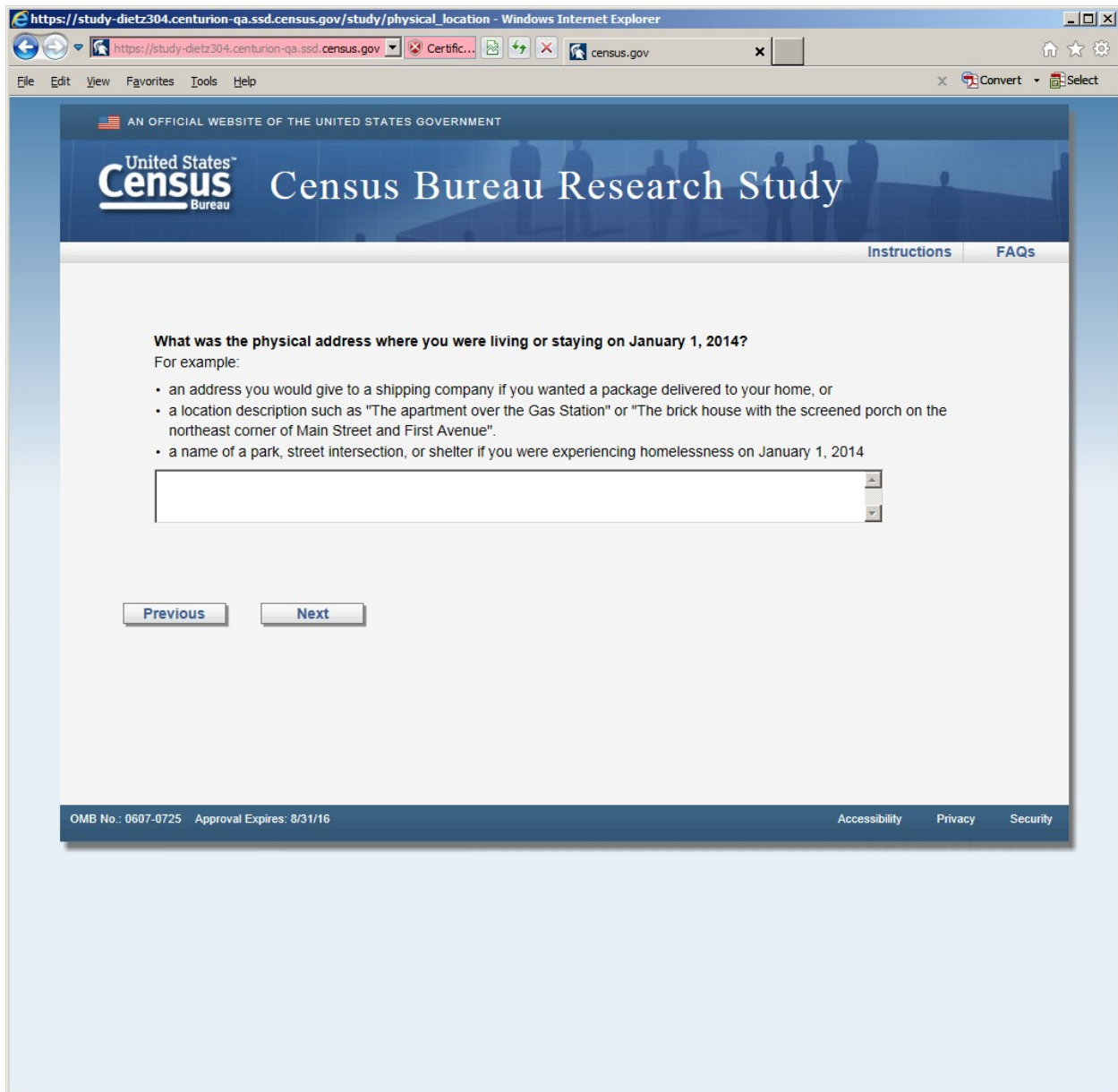


Figure 8: Horizontal Design (this screen was displayed after the P.O. or Rural Route screens)

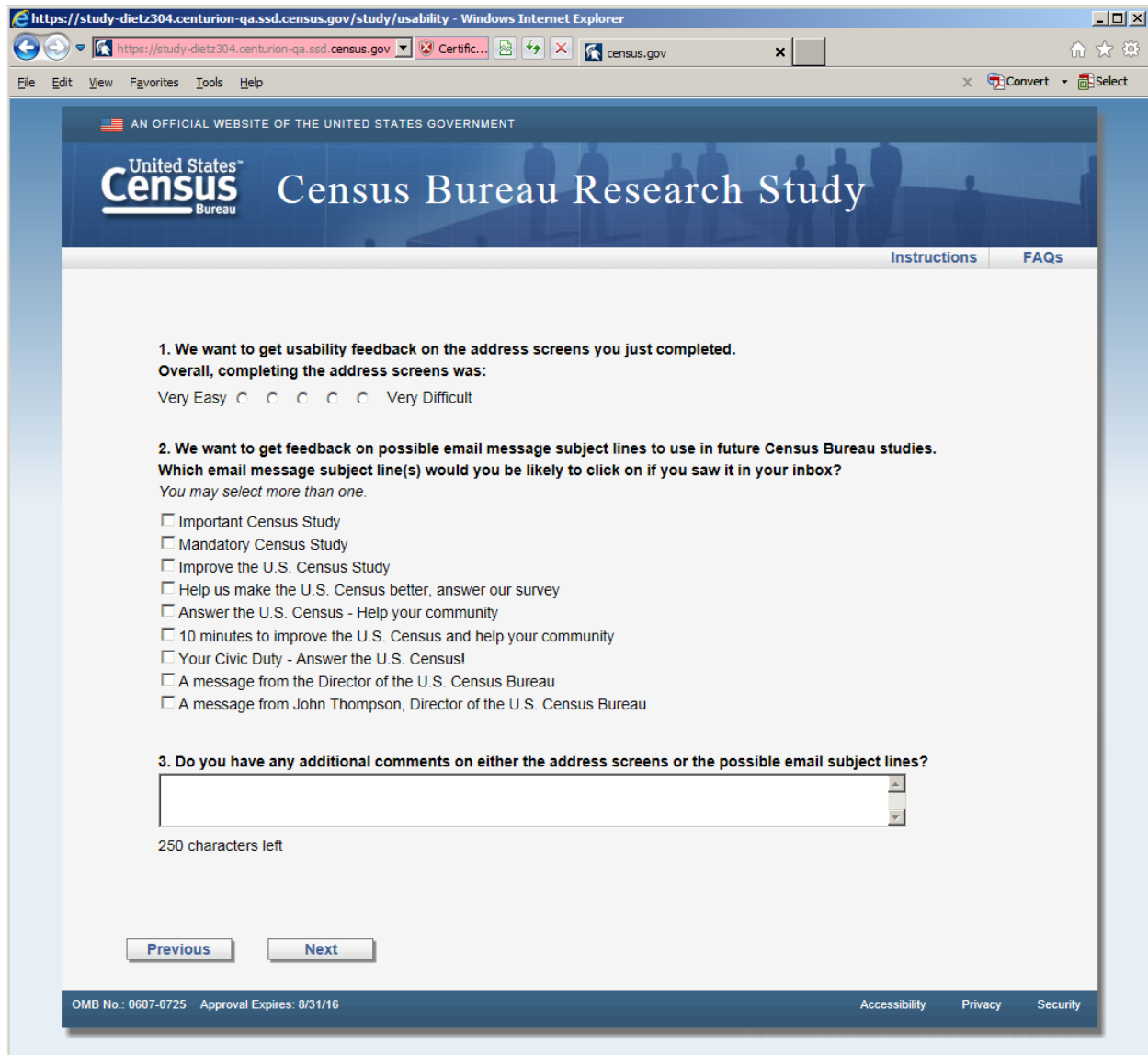


Figure 9: Usability screen, both versions received this screen after the respective address screens. There are two changes to the response categories in Question 2. The category: "A message from John Thompson, Director of the U.S. Census Bureau" becomes "Confidential 2014 Census Study" and the category "Answer the U.S. Census -- Help your community" becomes "Help improve the U.S. Census - Take a 10 minute survey"

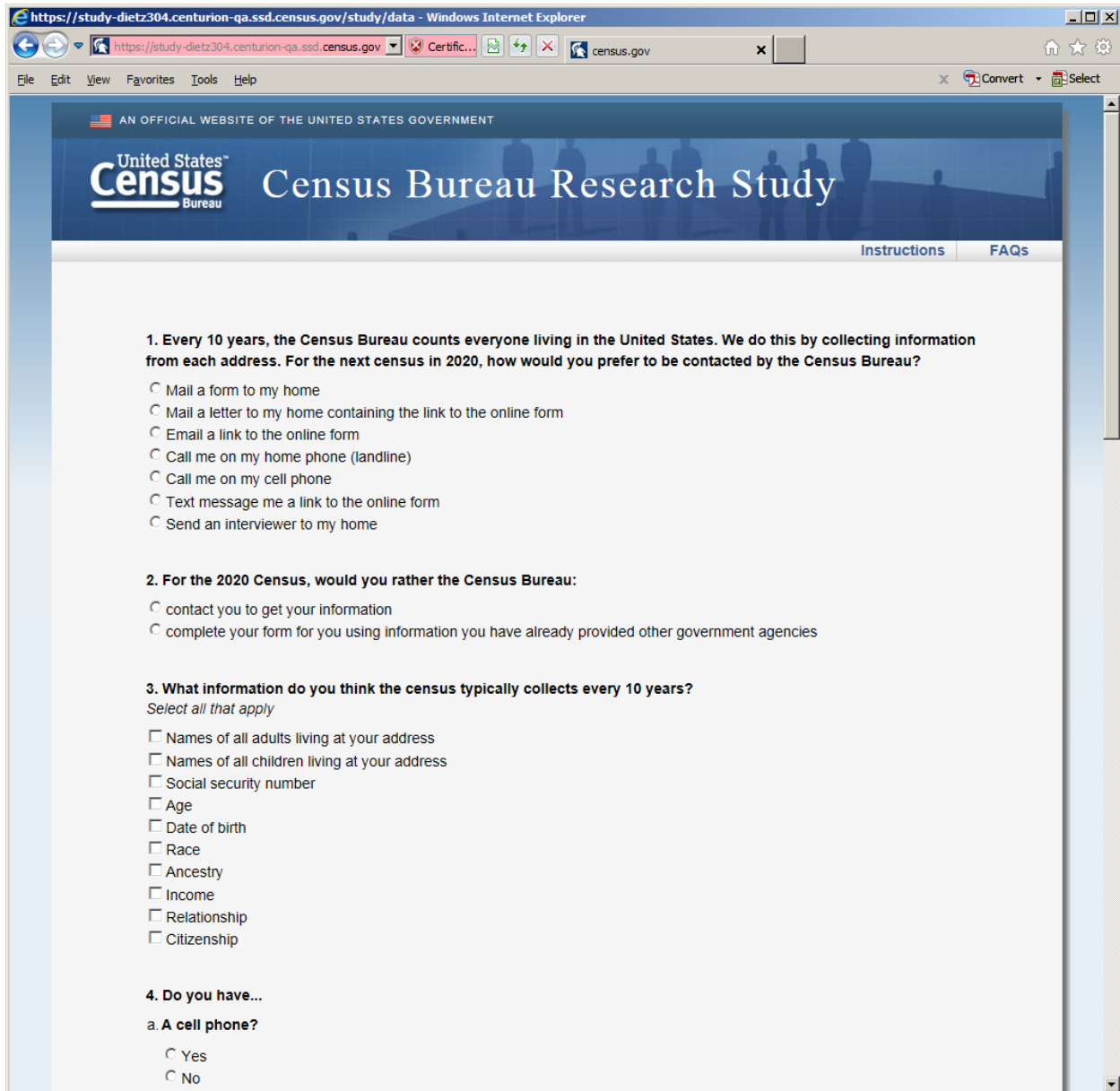


Figure 101: Opinion and demographic questions (shown in both versions after usability screen)

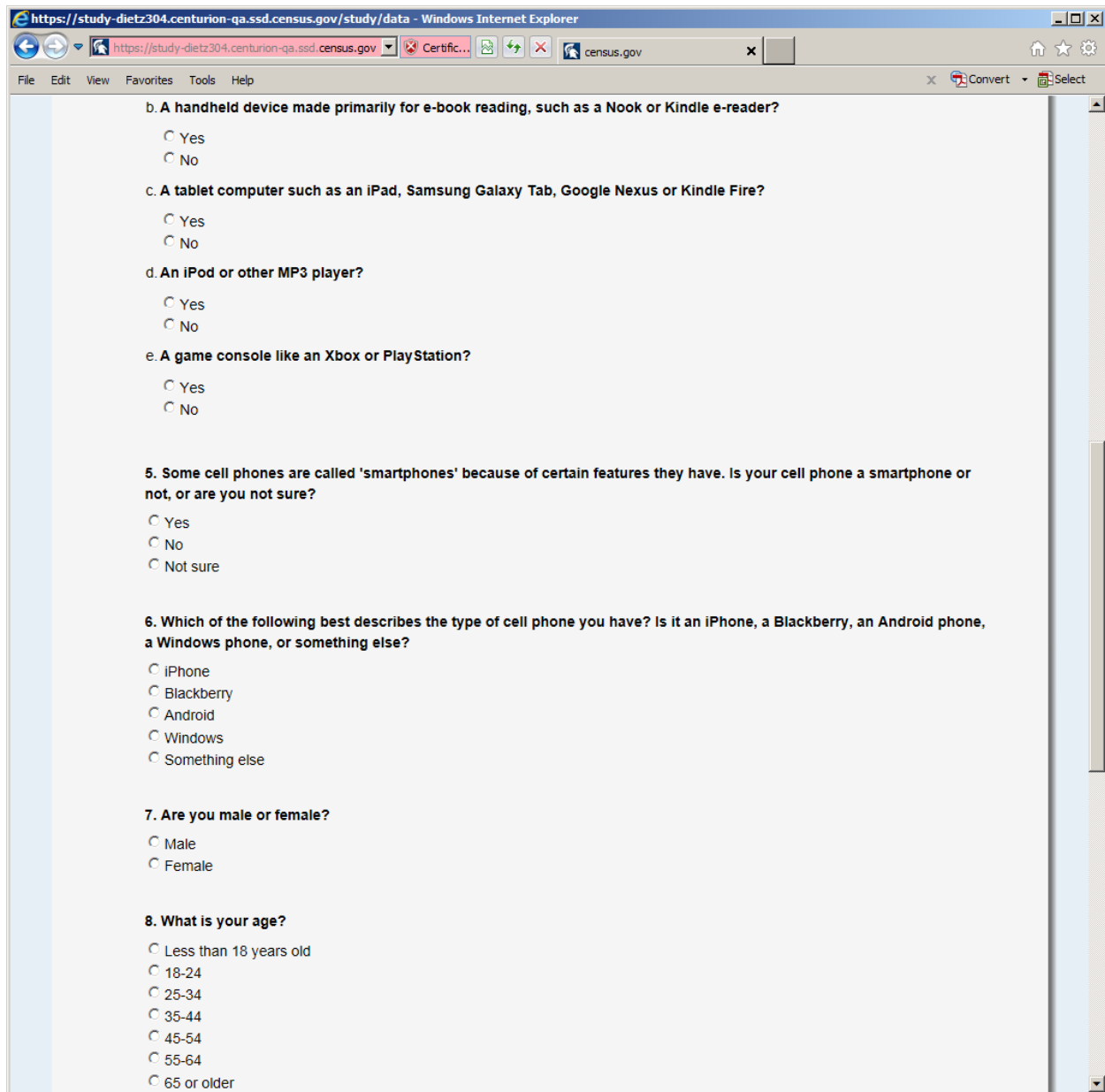


Figure 12: Opinion and demographic questions (shown in both versions after usability screen)

https://study-dietz304.centurion-qa.ssd.census.gov/study/data - Windows Internet Explorer

https://study-dietz304.centurion-qa.ssd.census.gov

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9. Are you of Hispanic, Latino or Spanish origin?

Yes

No

10. What is your race? You may choose one or more.

White

Black or African American

American Indian or Alaska Native

Asian

Native Hawaiian or Other Pacific Islander

11. What is your highest level of education?

Less than High School Diploma or GED

High School Diploma or GED

Some College

College Graduate or Professional Degree

12. Which of the following best describes your field of work:

Student/Educator

Government

Technical/Professional

Service (e.g., retail, food service, protective service, and so on)

Retired or not currently working for pay

Other — Please specify

13. Would you like to receive an email with a link to the research report for this study when it is complete?

Yes

No

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Accessibility Privacy Security

Figure 11: Opinion and demographic questions (shown in both versions after usability screen)

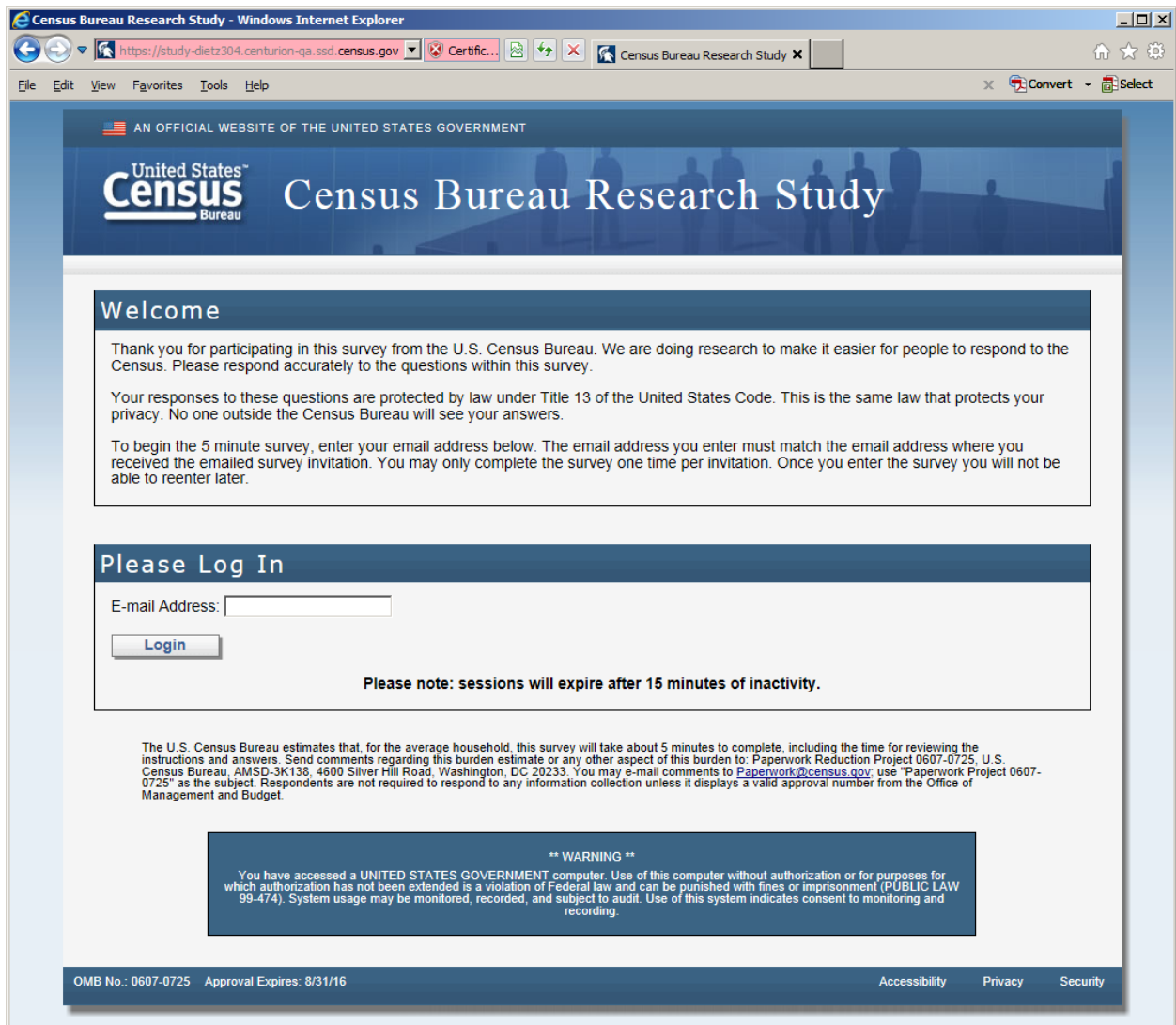


Figure 12: The entry screen



Figure 135: The final screen once the respondent submits the survey



Figure 14: The screen displays if the respondent tried to re-enter the survey or complete the survey after midnight on May 23, 2014